

# Constant Contact Releases Enhanced CardStar App with New Location-Based Services and Local Offers

**New version of loyalty app creates one-stop shopping experience for its more than 4 million users**

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc.'s (NASDAQ: CTCT) CardStar® app, a top-rated and top-downloaded lifestyle app on the iTunes Store, has gone through a complete makeover with new features and integrations. Used by more than 4 million consumers worldwide, CardStar now provides users with location-aware services through an integration with Skyhook Context Accelerator, offers, better management of loyalty cards, shopping lists, and much more – all designed to give consumers a one-stop shopping app.

Here's what's new in CardStar:

- **Location-aware Services:** Skyhook's integration with CardStar uses location-aware services to identify retailers within a user's area and then serves up the loyalty cards in the app for easier access.
- **Saved Offers:** CardStar users can save offers, like deals and coupons, to the app for future use.
- **Shopping Lists:** New shopping list functionality lets users add any items to their shopping list directly within the app.
- **Card Sharing:** For users who have a joint loyalty membership with family or friends, CardStar provides the ability to easily share loyalty cards with another CardStar user.
- **Notes:** Users can add notes to each loyalty card to save additional information on the merchant, all with advanced security to ensure users' information stays safe.
- **Completely Redesigned:** The app now features a brand new user interface, moving from the slider menu design to a tiled layout to give users a simplified experience and smarter navigation.

"The CardStar app is now a one-stop shopping experience for consumers," said Andy Miller, chief innovation architect at Constant Contact. "We know that the way people shop today is very different than how they shopped even just a few years ago. Mobile phones are central to the shopping process – and consumers expect to be able to find and access local opportunities at the touch of a button. This enhanced version of CardStar gives users that experience with built-in shopping lists and location-aware services that serve up nearby shops and offers."

iPhone® users can download CardStar from the iTunes Marketplace. The CardStar app can also be accessed by simply calling \*\*CARDLESS (\*\*22735377) from your iPhone to download the app. CardStar has become one of the most widely used mobile loyalty applications in the world with users in all 50 U.S. states and 173 countries worldwide.

To learn more about CardStar, please visit: <http://www.cardstar.com/>

## About Constant Contact®, Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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